

VISITDALLAS STATEMENT:

The city audit we have discussed over the past year was finally completed and made public today. We appreciate the amount of work the city auditor's office put into this audit. We have worked closely and transparently with the audit staff for well over a year, providing all requested documents for their full review.

While there is no questioning the impact of tourism, VisitDallas will continue to work with the city to ensure they have the information needed to support their investment and our organization's success in increasing leisure tourism and booking events, sporting events, meetings and conventions in Dallas.

VisitDallas invests the private and public funds it receives for marketing and sales efforts to support the goals approved by our Board of Directors. Two Dallas City Council members and the Executive Director of Convention Event Services sit on the VisitDallas board who – and along with the entire board – provide oversight on all VisitDallas activities.

Each year, Dallas realizes a significant return on marketing and sales investments. The Economic Impact of Tourism in Dallas, Texas - 2017 Analysis conducted by Tourism Economics (and Oxford Economics Company) reports that in Dallas city limits alone:

- 27.2 million people visited spending \$4.7 billion with a total economic impact of \$8 billion.
- The tourism and hospitality industry supports 61,000 jobs (or 5% of employment).
- Tourism generated \$1.1 billion in taxes offsetting the average household tax burden by \$1,179.

According to the hotel metrics reported by STR and collections reported by the City of Dallas:

- Hotel occupancy tax revenues increased by 42 percent over the past five years.
- More than just a good economy the growth in metrics in Dallas outpaced the region, the state, the country, and the average of the top 25 markets in America.

In addition to the indirect results, the direct product of VisitDallas activities are equally impressive.

- Last year VisitDallas booked almost 2.5 million room nights; more than double the goal from 5 years ago
- Those bookings alone will bring in 1.7 million attendees spending \$880 million in Dallas with an economic impact of over \$1.4 billion.
- Dallas is the only Texas city ranked in the top 10 by CVENT for meetings and conventions. (CVENT is the industry leader in event management and planning.)
- Dallas was ranked #6 in the Top 2019 North American Cities for Meetings and Events by CWT Meetings & Events.
- All this growth and success has made Dallas No. 2 in hotel development in the nation.

As an independent not-for-profit organization contracted by the City of Dallas we are proud of the work and success our VisitDallas team and partners realize each year for the economic benefit to Dallas residents.

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